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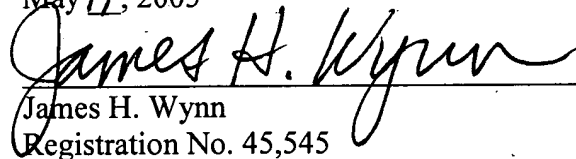
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): LARRY WOLF, et al. )  
Application No.: 09/781/788 )  
Filing Date: February 12, 2001 )  
Title: Advertising Method and System )  
Group Art Unit: 3622 )  
Examiner: Jean D. Javier )  
Docket No. 1000172-0003 )

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May 11, 2005

  
James H. Wynn  
Registration No. 45,545

**AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111 AND § 1.112**

Hon. Director of the United States  
Patent and Trademark Office  
Attention: Assistant Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Honorable Sir:

Applicants file their amendment and response to the Office Action dated November 18, 2004.

Please reconsider the above-identified patent application in view of the following amendments and remarks. Applicants enclose herewith a Petition for Extension of Time Under 37 CFR 1.136(a) for a period of three months.